

What is claimed is:

1. A digital broadcast system for enabling a viewer linkage to a plurality of internet service providers via a channel remote controller, the channel remote controller being capable of transmitting one of a plurality of channel request signals in response to the viewer's selection, each channel request signal corresponding to one of the internet service providers, said system comprising:
 - a communication apparatus for receiving the channel request signal transmitted from the channel remote controller, converting the received channel request signal into a corresponding script representing a request to link to the corresponding internet service provider, and transmitting the corresponding script;
 - a broadcast station, communicating with the communication apparatus, for receiving the corresponding script transmitted from the communication apparatus, executing linkage of the corresponding internet service provider in accordance with the corresponding script, and displaying presentation from the internet service provider being linked; and
 - a terminal electrically connecting with the communication apparatus, the broadcast station displaying the presentation of the internet service provider being linked on the terminal via the communication apparatus.
2. The system of claim 1, wherein the communication apparatus comprises a memory device for storing correspondence between the channel request signals and the corresponding scripts.
3. The system of claim 2, wherein the communication apparatus is embodied as a set-top box.
4. The system of claim 2, wherein the communication apparatus and viewer terminal are embodied as a digital television.

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5. The system of claim 3, wherein the corresponding scripts are Java scripts.
6. The system of claim 3, wherein the corresponding scripts are VB scripts.
7. A digital broadcast method for enabling a viewer linkage to a plurality of internet service providers via a channel remote controller, the channel remote controller being capable of transmitting one of a plurality of channel request signals in response to the viewer's selection, each channel request signal corresponding to one of the internet service providers, said method comprising the steps of:
- 5 receiving the channel request signal transmitted from the channel remote controller;
- 10 converting the received channel request signal into a corresponding script representative of linkage to the corresponding internet service provider;
- executing linkage of the corresponding internet service provider in accordance with the corresponding script; and
- displaying presentation from the internet service provider being linked.
- 15 8. The method of claim 7, wherein the corresponding scripts are Java scripts.
9. The method of claim 7, wherein the corresponding scripts are VB scripts.